

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:749
ANSWERED ON:08.08.2013
EXPANSION OF AMBIT OF EMMC
Ramasubbu Shri S.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the number of channels presently monitored by Electronic Media Monitoring Centre (EMMC);
- (b) whether the Government has any proposal to expand the ambit of EMMC;
- (c) if so, the details thereof and the additional funds allocated by the Government for the said purpose;
- (d) whether the EMMC is also monitoring the Radio Channels;
- (e) If so, the details thereof; and
- (f) if not, the reasons therefore?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWAR)

- (a) 300 private satellite TV channels are being monitored by the EMMC at present.
- (b) Government has approved a Plan Scheme "Strengthening of Electronic Media Monitoring Centre (EMMC)" with the objective to enhance monitoring capacity of EMMC to 1500 satellite TV channels and also to put in place a centralized FM Monitoring facility in EMMC at a total cost of Rs. 90.00 crores for implementation during 12th Plan period i.e, from 2012-2017.
- (c) The details of funds allocated by the Government during the 12th Plan period are as under.

(Rupees in crores)
Year Allocation

2012-13 10.00

2013-14 20.00

2014-15 20.00

2015-16 20.00

2016-17 20.00

Total 90.00

- (d) to (f) At present, EMMC is not equipped to monitor any radio channel.